



WEWS

ORDER

Flight Dates **10/02/12-10/08/12**

Contract / Revision **303008 /**
Original Date / Revision
 06/27/12 09/24/12
Advertiser **Friends of Brown / Democra**

Agency **Shorr Johnson Magnus**
Buying Contact

**1831 Chestnut Street
 Philadelphia, PA 19103**

Product
Candidate. Sherrod Brown. 10.2-1
Agency Com 15%
Billing Contact
**1831 Chestnut Street
 Philadelphia, PA 19103**

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **Week # 5. 10.2-10.8.12**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
UNKWN	100%
WBNX	%
WDLI	%
WEAO	%
WGGN	%
WJW	%
WKYC	%
WMFD	%
WOAC	%
WOIO	%
WQHS	%
WUAB	%
WVIZ	%
WVPX	%

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	49	\$90,907.50	\$106,950.00	0.00
Totals	49	\$90,907.50	\$106,950.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/08/12	49	\$90,907.50	\$106,950.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/02/12	10/08/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	12	\$600.00	P-2	0.00	NM	15	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- TWTF--					12	\$600.00		0.00			
		Week: 10/08/12	10/14/12	M-----					3	\$600.00		0.00			
N 2	WEWS	10/02/12	10/04/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	-TWT---	:30	3	\$1,300.00	P-2	0.00	NM	3	\$3,900.00



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Print Date: 09/24/12

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Contract / Revision **303008** Flight Dates **10/02/12-10/08/12**

Hiatus Dates

Original Date / Revision 06/27/12/ 09/24/12

Order Sep 00:20:00

Advertiser **Friends of Brown / Democr** Product **Candidate. Sherrod Brown.** Estimate # **Week # 5. 10.2-10.8.12**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WEWS	10/02/12	10/04/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	-TWT---	:30	3	\$1,300.00	P-2	0.00	NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWT---					3	\$1,300.00		0.00			
N 3	WEWS	10/02/12	10/04/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	-TWT---	:30	3	\$950.00	P-2	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWT---					3	\$950.00		0.00			
N 4	WEWS	10/02/12	10/08/12	M-F 730-8P M-F 730-8P	CM	730-8p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$1,000.00		0.00			
Week:		10/08/12	10/14/12	M-----					1	\$1,000.00		0.00			
N 5	WEWS	10/02/12	10/08/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$1,000.00		0.00			
Week:		10/08/12	10/14/12	M-----					1	\$1,000.00		0.00			
N 6	WEWS	10/02/12	10/02/12	Tuesday Prime C Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$6,000.00		0.00			
N 7	WEWS	10/07/12	10/08/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$5,000.00		0.00			
Week:		10/08/12	10/14/12	-----					0	\$0.00		0.00			
N 8	WEWS	10/08/12	10/08/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$14,000.00		0.00			
N 9	WEWS	10/04/12	10/04/12	Thursday Prime B Thursday Prime B	CM	9-10p	---T---	:30	2	\$12,000.00	P-2	0.00	NM	2	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					2	\$12,000.00		0.00			
N 10	WEWS	10/02/12	10/02/12	Tuesday Prime A Tuesday Prime A	CM	8-9p	-T-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$14,000.00		0.00			
N 11	WEWS	10/02/12	10/08/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	7	\$2,400.00	P-2	0.00	NM	6	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF-S					5	\$2,400.00		0.00			
Week:		10/08/12	10/14/12	M-----					1	\$2,400.00		0.00			
N 12	WEWS	10/06/12	10/06/12	LN after Sports LN after Sports	CM	11p-130x	-----S-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$800.00		0.00			
N 13	WEWS	10/02/12	10/08/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	4	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$600.00		0.00			



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Order Sep 00:20:00

Advertiser **Friends of Brown / Democr** Product **Candidate. Sherrod Brown.** Estimate # **Week # 5. 10.2-10.8.12**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 13	WEWS	10/02/12	10/08/12	M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	4	\$600.00	P-2	0.00	NM	5	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	M-----					1	\$600.00		0.00				
														Totals	49	\$106,950.00